MOTION MECHANICS: PART 2. RIGGING AND ANIMATION FOR PRODUCT VISUALIZATION

INTRODUCTION

Enter the mechanical world of movement, precision, and control. In this course, you'll rig and animate a robotic arm specifically for product visualization, following the same logic used in commercial campaigns, tech promos, and engineering demos. You'll learn how to create clean, stable rigs that support smooth, purposeful product motion - the kind used to spotlight features, reveal mechanisms, and create premium cinematic shots.

This course is ideal for intermediate 3D artists, motion-designers transitioning into 3D, and product-visualization creators looking to understand the technical backbone behind professional hardware animations.

By the end, you'll animate a full product movement sequence ready for VFX and compositing.

WHAT YOU WILL LEARN:

○ Build a clean, functional rig for mechanical objects

○ Animate product motions used in advertising & industrial visualization

○ Control timing and camera language for product reveals

○ Troubleshoot common deformation and hierarchy issues

○ Export animation cleanly for rendering and VFX

Difficulty Level: *Intermediate*   Requirements: *Maya*

Duration: *3 days*   Material Included: *Scene assets*

COURSE STRUCTURE

3DUNI

○ **RIGGING LOGIC FOR MECHANICAL ASSETS**

Constraints, pivots, IK, hierarchy best practices.

○ **MOTION DESIGN PRINCIPLES**

Product movement vs character movement - clarity, rhythm, precision.

○ **ANIMATING PRODUCT SEQUENCES**

Assembly shots, hero poses, mechanical reveals.

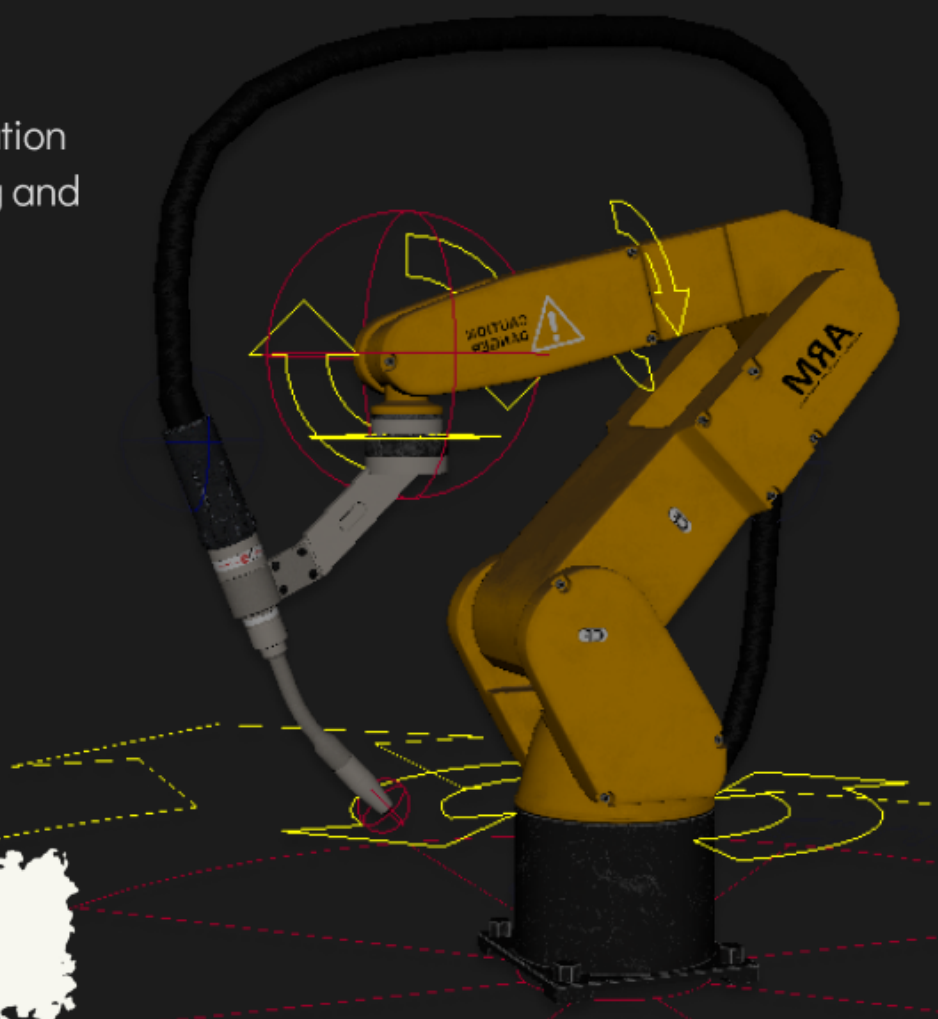○ **CAMERA LANGUAGE FOR PRODUCT VISUALIZATION**

Dynamic but readable advertising-style camera moves, composition.

○ **PREPARING FOR VFX AND RENDER PIPELINE**

Export, cleanup, caching, scene organization.

○ **FINAL RESULT**

A polished mechanical animation sequence ready for rendering and VFX integration.

**CLICK TO SEE THE
FINAL RESULT**